



AUERBACH Project Management

AUERBACH CORPORATION

1634 Arch Street • Philadelphia, Pennsylvania 19103

Koninginnegracht 65 • The Hague, Netherlands

Additional Technical Offices in:

Washington, D.C., U.S.A. and Zurich, Switzerland

The Control and
Direction of Client Projects

SYSTEMS-DESIGNERS/CONSULTANTS

AUERBACH Corporation is a systems-design and consulting organization, whose area of specialty is information—its collection, processing, storage, retrieval, display, dissemination, and use. The company is staffed with senior people with outstanding capabilities and experience in systems engineering, computer technology, information storage and retrieval, predictive mathematics, product and market planning, management and learning theory, and related areas. It is organized to furnish the full range of services required to take a data- or information-system program from basic system objectives and concepts to effective system implementation and operation. This includes system design, hardware evaluation and selection, reliability and effectiveness analysis, system programming, system start-up and operation, and evolutionary improvements in system performance. This work is performed under the creative but highly-realistic direction of a scientifically-oriented management staff, thoroughly experienced in the efficient administration of technical programs.

INFORMATION SCIENCES AND TECHNOLOGY



More Value Per Consulting Dollar

AUERBACH Corporation is a systems-design and consulting organization, whose area of specialty is information—its collection, processing, storage, retrieval, display, dissemination, and use. All of its systems-design and consulting work is aimed at a single objective: to improve, either directly or indirectly, the use of information as an operational and managerial resource. Its contribution is always essentially the same: maximizing the value of information by designing and implementing systems, selecting equipment, and providing the specialized know-how that enables the client to do a more effective job.

In order to serve its clients both economically and effectively, the company makes full use of the scientific management techniques it advocates. It is organized and managed to assure clients that the technical work is directed toward the proper problems and that the technical program adheres strictly to time, cost, and reporting schedules. Management both encourages and contributes to technical innovations that achieve optimum solutions to client problems.

REALISTIC EARLY PLANNING

AUERBACH's concern with providing a client with detailed and realistic cost estimates and performance schedules originates at the time the proposal is prepared. This critical task is carried out by the man who will be the Project Engineer on the assignment and is in the best position to relate AUERBACH's skills to the specific client problem.

TOP-MANAGEMENT ATTENTION

Before the project work begins, the project plan is subjected to thorough executive evaluation to determine whether the technical approach is the best and whether the plan is the most economical way of achieving the established goals. Questions of proper manning, scheduling, and appropriate financial control are carefully considered.

On the basis of this review, network-type scheduling procedures are instituted to monitor the progress of the project. These schedules relate technical achievement to financial and time commitments to ensure the successful completion of technical work within the time and budget limits agreed upon by the client.

REGULAR PROJECT EVALUATION

Weekly computer reports are prepared to allow the Project Engineer to compare actual costs to the budgeted figures. The weekly expenditures are compared to a spending-rate curve, based on the original plan, to determine trends and spot potential trouble areas in advance. Immediate action is taken to correct all significant differences.

Management meetings are held at least once every four weeks. All facets of the project are reviewed in complete detail, including technical accomplishments, spending rate, manning, and scheduling. A monthly progress report is provided to the client.

PROJECT CLOSING AND TERMINATION

A project-termination meeting is held at the conclusion of each assignment so that management can determine whether the project was carried out in conformance with both the client's and AUERBACH's standards. This includes a review of the quality of the technical work as well as the financial performance, and defines any further action that AUERBACH feels is necessary to properly conclude the project.



INTRODUCTION TO AUERBACH CORPORATION



SYSTEMS-DESIGNERS / CONSULTANTS

AUERBACH Corporation is a systems-design and consulting organization, whose area of specialty is information—its collection, processing, storage, retrieval, display, dissemination, and use. All of its systems-design and consulting work is aimed at a single objective: to improve, either directly or indirectly, the use of information as an operational and management resource. The operation might be a manufacturing process, a marketing program, or a research-and-development effort; the management areas may be the planning and administrative decisions concerned with finances, or people, or markets, or products. Whatever AUERBACH's role, its contribution is always essentially the same: maximizing the value of information by designing and implementing systems, selecting equipment, and providing the specialized know-how that enables the client to do a more effective job.

Because information is a basic ingredient in all organized endeavors, AUERBACH is many things to many clients. For one client, it designed an integrated data-processing system that permitted a production facility to increase its volume and reduce unit costs. For

another client, it conducted a study of scientific and technical information needs that led to increased efficiency in research and development. It developed a new technique for predicting the long-term reliability of equipment in a major communications network. It did both the systems-design and operating programs for the largest multi-computer data-processing complex in existence. It has developed efficient new methods of evaluating computer-system performance. It has examined the data-processing posture of a major organization and established its future multi-equipment requirements.

Nor is AUERBACH's work limited to the design of information systems. It also provides manufacturers of highly-engineered products with both the product technology and market-research techniques needed to arrive at profitable product and marketing decisions. A study of the future potential of the American and foreign markets for one type of industrial device led one client to redirect its product program into more profitable channels. A market study for another client defined a promising area of diversification. Product-planning services helped another client increase its share of the market.

THE TECHNICAL STAFF

The nucleus of AUERBACH's technical staff is a group of senior computer scientists, engineers, and systems analysts, who have been part of virtually all of the major advances made in this area of technology since the advent of the computer. Several were part of the group who designed the first commercial electronic computer. Others played leading roles in the technical refinement of both hardware and software that has led to the computer's emergence as a major scientific, engineering, and business tool.

Their knowledge of computer equipment and its application is exemplified by AUERBACH Standard EDP Reports. This subscription service of comparative and technically-definitive analyses of computer hardware, software, and system performance has become an international standard for computer manufacturers, users, and consultants.

Supporting this expertise in computer equipment and its use is a staff of mathematicians, physicists, mechanical engineers, economists, psychologists, management experts, and specialists in a wide variety of application areas.

There is also a group that can be characterized as information scientists, men who have come from diverse educational backgrounds to specialize in a particular area of information science. Some are expert in information-search techniques; others specialize in language control; a few are concerned with decision theory. Collectively, the AUERBACH staff offers a unique balance of the broad-based judgment and experience needed to solve a problem and the highly-specialized technical skills needed to implement a practical solution.

SCOPE OF OPERATIONS

AUERBACH is organized and staffed to perform any or all of the entire range of services necessary to maximize the value of information as a management and operational resource. Beginning with needs determination and the establishment of basic concepts, the company is capable of assuming total technical responsibility for a long-range data- or information-systems program. This includes systems design and hardware evaluation and selection, reliability analysis of both the system and its hardware/software elements, system programming and operation, and evolutionary improvements in system

performance. This work is performed under the creative, but highly realistic direction of a scientifically-oriented management staff, thoroughly experienced in the efficient administration of technical programs.

VITAL STATISTICS

AUERBACH Corporation was formed by Isaac L. Auerbach, president, in July 1957. As many other highly technical service organizations, it began with a technical staff of one and a secretary. Now AUERBACH Corporation is a multi-divisional organization of several hundred people, of whom approximately 75% are technical professionals. Support facilities include a fully-equipped in-house publications department and a professionally-staffed library specializing in the information sciences. Company headquarters are located in Philadelphia. A technical office in Arlington, Virginia serves clients in the Washington area. European clients are provided with a complete range of information-systems design and consulting services by AUERBACH AG, a wholly-owned subsidiary with offices in Zürich, Switzerland.

AUERBACH IS KNOWN FOR . . .

- . . . solving systems and management problems involving the collection, processing, storage, retrieval, display, dissemination, and use of information . . .*
- . . . producing major system-design and programming innovations in large, multi-computer data-processing systems . . .*
- . . . optimizing system performance through efficient and effective software and programming packages . . .*
- . . . design of information-storage-and-retrieval systems, including needs studies, thesauri development, computer-hardware application . . .*
- . . . current-awareness programs, retrospective literature searches, translating, abstracting, and preparation of abstract/announcement journals . . .*
- . . . AUERBACH Standard EDP Reports subscription service containing comparative and technically-definitive analyses of computer-system performance, hardware, and software . . .*
- . . . development and implementation of training programs on data- and information-systems engineering and related topics . . .*
- . . . expertise in both the product technology and market-research techniques needed to arrive at profitable product and marketing decisions . . .*
- . . . application of advanced information technology to financial institutions . . .*
- . . . state-of-the-art studies in advanced digital technology . . .*
- . . . successful execution of product planning, market research and industrial-economic studies for highly-engineered products . . .*
- . . . techniques for evaluating long-term reliability and optimizing system effectiveness . . .*
- . . . development of effective business controls through integrated data-processing systems . . .*
- . . . entire range of services necessary to maximize the value of information.*



AUERBACH CORPORATION

1634 Arch Street • Philadelphia, Pennsylvania 19103

Koninginnegracht 65 • The Hague, Netherlands

Additional technical offices in:

Washington, D.C., U.S.A. and Zurich, Switzerland
